

PREFERENCES OF CONSUMERS FOR DIVERSIFIED USE OF DURRIE MATERIAL

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ABSTRACT

The art of *durrie* weaving of rural Haryana calls for special attention to make it a marketable commodity, in other forms such as mats, bags, belts and cushion materials, with various styles of embellishment. The study was conducted to know the preferences of consumers for diversified use of *durrie* material. The preferences of consumers were taken for the selection of articles, embellishment techniques, embroidery stitches and embroidery materials. For this an exhaustive list of possible articles to be made as diversified products from *durrie* material along with their sizes as available in the market was prepared and categorized as: bands, upholstery articles, mats, wall panels and miscellaneous articles. The belt, cushion cover, multipurpose mat, wall pocket and shopping bag were the most preferred articles by the consumers for preparation as diversified products of *durrie* material. Three stitch i.e. satin stitch, cross stitch and long and short stitch were the preferred stitches for hand embroidery. The preferred embellishment material was sequins and bead. These embellishment material & techniques will be helpful in producing the products as per consumer demand in comparatively less time.

KEYWORDS: *Durrie* Weaving, Diversified Products, Embellishment, Embroidery

INTRODUCTION

Durries are woven all over the country in unlimited varieties which are too many to be enumerated. Best *durries* of Punjab and Haryana are known as 'Punja-*durries*' because these are made with 'Punja' and have reversible patterns. In rural Punjab, *durrie* weaving is mainly practiced as a hobby mostly by the Jat women. They are famed and prolific weavers. The young girls are taught to weave bed *durries* at a very young age to prepare a part of their dowry. Colourful dowry *durries* were woven after the April harvest, during the seasonal slack periods of agriculture. As the prosperous families of the community could afford to retain some of their crop for weaving, they used cotton harvested from their fields for preparation of *durrie*. (Das, A. 2005).

These *durries* were treasured items, for self consumption and never had any commercial implication. With affluence, education and widening horizons, Jat women have less time to weave. Moreover this item has become of low utility as 'Charpai' is being replaced with double bed. Today, *durrie* has risen to be one of the most sophisticated accessories in the houses of well to do Indian families. Due to ethnic wave that has set in the upper-class, where traditional items have become a status symbol reflecting the rich heritage of the family *durries*. These are being displayed on floors, walls and diwans with all pride of possession (Punia,P. 2006).

Changes in the existing village *durries* have also been made by using new designs, strips of waste material of cloth and plastic bags, and even threads of jute-sacks. Utilizing waste and low cost material have made this technique more popular. Regarding innovations and contemporary interpretations it can be stated that the *durrie* is versatile and can be

used as table linens, table cloths and wall-hangings. *Durries* have been used even to cover the seats of chairs and as throws on sofas.

Durrie-weaving in rural Haryana though has a seal of social approval, no longer offers any incentive for attainment of creative element and professional efficiency. The survival of this textile heritage is threatened by the modern *mechanized* and commercialized methods of producing *durries*. Decorative techniques like embroidery have been contributing to the adornment of textile materials in Haryana since long. If woven *durrie* designs are complemented with such decorative techniques, for which the villagers are already skilled, this traditional art will get a new face. Therefore, this art of rural Haryana calls for special attention to make it a marketable commodity, in other forms such as mats, bags, belts and cushion materials, with various styles of embellishment. Keeping these facts in mind a study was conducted to know the preferences of consumer for diversified use of *durrie* material.

METHODOLOGY

An exploratory work was undertaken regarding availability of the articles and embellishment materials in Hisar market according to feasibility of making products from *durrie* material. Preferences of the respondents for these articles, designs, embellishment technique and materials. Five leading handloom shops of Hisar city namely *Haryana Handloom* (Rajguru market), *Madras Handloom* (opposite Bishnoi Mandir), *Khadi Handloom* (Red square market), *Panipat Handloom* (Red square market) and *Handloom Emporium* (Nagori Gate), were visited to find out the type of articles being sold in market and which could be made out of *durrie* material. An exhaustive list of possible articles to be made as diversified products from *durrie* material along with their sizes as available in the market was prepared and categorized as bands, upholstery articles, mats, wall panels and miscellaneous articles. A total of fifty consumers with up- market taste were taken as consumers from the I.C. COHS, CCS, HAU, Hisar, Fatah Chand College for Women, Hisar and Guru Jambheshwar University of Science & Technology, Hisar for taking their preferences for making diversified products of *durrie* material. Preferences of consumers were obtained for the selection of articles to be prepared, embellishment techniques for making designs on articles; embellishment materials for ornamentation and stitches to be used for hand embroidery.

The collected data was coded, tabulated and analysis to draw the meaningful inferences.

RESULTS AND DISCUSSIONS

Majority of consumers were of more than 50 years of age. All of them were doctorate in the field related to research area & had at least 15 years of work experience.

Preferences of Consumers Regarding Articles as Diversified Products of *Durrie* Material

The data pertaining to preferences of consumers regarding possible diversified articles under five heads i.e. bands, upholstery article, mats, wall panels and miscellaneous article has been presented in Figure 1. The data elucidated that most preferred article among bands was belt of 39"×3" size with 2.2 weighted mean score & ranked 1st followed by sleeper top (1.8,II), wrist band (1.7,III) and hair band (1.5, IV). The least preferred article was flower wrapper (1.4, V). The cushions cover of 15" ×15" size was the first preference of the experts among upholstery articles category. This scored 2.0 and was ranked 1st, followed by setty cover (1.8, II), sofa back (1.7, III) and tea cozy (1.6, IV) respectively. The consumers were of the opinion that these articles should preferably be made from light weight materials.

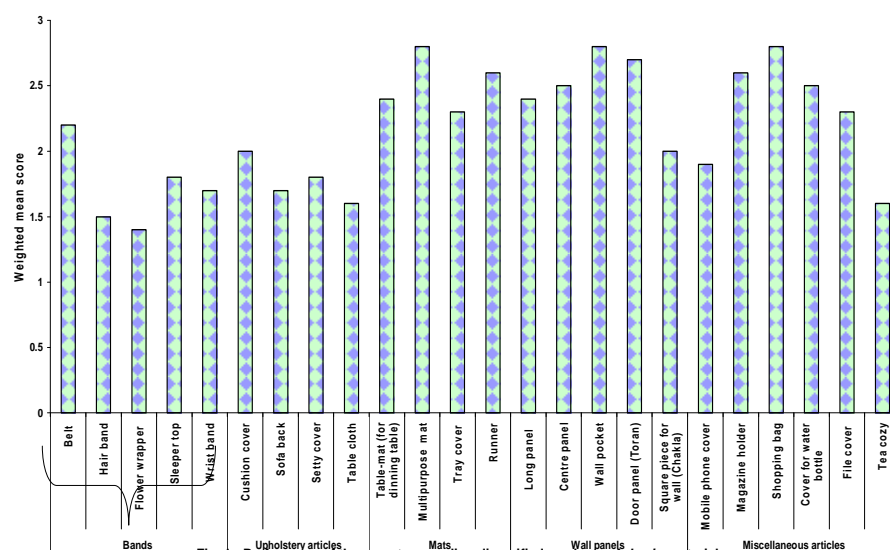


Figure 1: Preferences of the Consumers Regarding Diversified Products of *Durrie* Material

The multipurpose mat of 21"×13" size was the most preferred out of the category of mats scoring (2.8) followed by runner (2.6), table mat(2.4) and tray cover (2.3) ranked at IInd, IIIrd, & IVth place respectively. Among the fourth category of wall panels, consumers preferred wall pocket of 24" ×7" size with 2.6 score and ranked Ist followed by long panel, centre panel and door panel (toran) (2.4, IInd each). The chakla was the least preferred wall panel with 2.0 score and Vth rank.

Thus, the belt, cushion cover, multipurpose mat, wall pocket and shopping bag were the most preferred articles suggested by the consumers for preparation as diversified products of *durrie* material.

Preference for Embellishment Techniques

To get the preferences of consumers for embellishment techniques a list of embellishment techniques was prepared by visiting five leading shops of Hisar dealing in the items of handloom and apparels. The skills of village women weavers of Haryana were also kept in mind during preparation of list. The data presented in Table-1 indicates the preferences of the consumers for the technique of embellishment to be applied for making the article to be made from *durrie* material. Fabric painting was observed as most preferred embellishment technique for all the articles with 8.0, 8.0, 7.2, 7.2 & 6.4 scores for wall pocket, multipurpose mat, cushion cover, belt & bag respectively. Machine embroidery techniques was ranked IInd in case of each article with 6.4, 6.0, 5.2, 4.6 and 4.2 scores for multipurpose mat, wall pocket, cushion cover, belt and shopping bag respectively followed by hand embroidery technique at rank IIIrd for each article with 5.3, 5.2, 4.6, 3.4, and 3.1 score for wall pocket, multipurpose mat, cushion cover, shopping bag and belt. The reasons for the preference might be less time consumption becomingness of the design in the particular technique. Appliqué work technique was ranked IVth in case of each article with 4.2 for wall pocket, 2.3 for multipurpose mat, 2.2 for belt, 1.3 for cushion cover and 1.2 for shopping bag. Patch work techniques was ranked Vth in case of each articles with 3.0, 1.6, 1.5, 1.3 and 0.5 score for wall pocket, belt, cushion cover, multipurpose mat and shopping bag respectively. The least preferred technique for embellishment of all the articles was quilting with 1.2 score for wall pocket, 0.6 for multipurpose mat, 0.5 for belt, 0.4 cushion cover and 0.1 for shopping bag. None of the consumers preferred the preparation of any articles using printing technique.

Table 1: Preferences of Embellishment Techniques N=15

| Products | Embellishment Techniques | | | | | |
|------------------|--------------------------|----------------------|-------------------|------------------------|---------------------------|------------------------|
| | Applique Work (Rank) | Quilting Work (Rank) | Patch Work (Rank) | Fabric Painting (Rank) | Machine Embroidery (Rank) | Hand Embroidery (Rank) |
| Belt | IV (2.2) | VI (0.5) | V (1.6) | I (7.2) | II (4.6) | III (3.1) |
| Cushion cover | IV (1.3) | VI (0.4) | IV (1.6) | I (7.2) | II (5.2) | III (4.6) |
| Multipurpose mat | IV (2.3) | VI (0.6) | V (1.3) | I (8.0) | II (6.4) | III (5.2) |
| Wall pocket | IV (4.2) | VI (1.2) | V (3.0) | I (8.0) | II (6.0) | III (5.2) |
| Bag | IV (1.2) | (0.1) | V (0.5) | I (6.4) | II (4.2) | III (3.4) |

Figures in parenthesis indicate WMS (Weighted Mean Score)

Preferences for Hand Embroidery Stitches

A list of possible hand embroidery stitches which could be used on light weight *durrie* material was prepared by the researcher to get the preferences of consumers. The data presented in Table-2 represent the preferences of the consumers for the hand embroidery stitches. The consumers gave first rank to satin stitch with of 7.2 for all the articles followed by long & short stitch (score 2.2 and rank II) as it can be easily used on light weight *durrie* material due to its long length as compared to other stitches. Use of cross stitch for hand embroidery was ranked at third place for belt and multipurpose mat with score 1.3, whereas hand embroidery of cushion cover, wall pocket and shopping bag was preferred to be taken up with couching stitch ranked IIIrd with score 1.3.

Table 2: Preferences for Hand Embroidery Stitches N=15

| Sr. No. | Products | Long & Short Stitch(Rank) | Couching Stitch (Rank) | Cross Stitch (Rank) | Satin Stitch (Rank) |
|---------|------------------|---------------------------|------------------------|---------------------|---------------------|
| 1. | Belt | II (2.2) | IV (0.2) | III (1.3) | I (7.2) |
| 2. | Cushion cover | II (2.2) | III(1.3) | IV (0.4) | I (7.2) |
| 3. | Multipurpose mat | II (2.2) | IV (0.6) | III (1.3) | I (7.2) |
| 4. | Wall pocket | II (2.2) | III(1.3) | IV (0.9) | I (7.2) |
| 5. | Shopping bag | II (2.2) | III (1.3) | IV (1.0) | I (7.2) |

Figures in parenthesis indicate WMS (Weighted Mean Score)

Preferences for Embellishment Material

The preferences of the consumers were also taken for the type of embellishment material which can be used to enhance the beauty of the developed products. It is evident from the table-3 that sequines were the most preferred embellishment material as it scored 7.2 for belt, 7.6 for cushion cover, 8.0 for multipurpose mat and 7.6 for bag. Beads scored 6.2, 5.4 & 6.7 and ranked second by the consumers for cushion cover wall pocket and shopping bags. Beads scored 6.1 and ranked second for belt also. These were not preferred for embellishing the belt considering the ease in wear. The stones were ranked first for use on wall pocket. The stones ranked second to embellish the multipurpose mat. The ribbon, gota, lace and piping/binding were the least preferred embellishment material by the consumers.

Table 3: Preferences for Embellishment Material N=15

| Products | Use of Embellishment Material | | |
|------------------|-------------------------------|-----------|-----------|
| | Bead | Sequences | Stone |
| Belt | II (6.1) | I(7.2) | III (5.1) |
| Cushion cover | II (6.2) | I(7.6) | III (5.5) |
| Multipurpose mat | III (6.1) | I(8.0) | II(7.2) |
| Wall pocket | II (5.4) | III(4.4) | I(6.6) |
| Shopping bag | II (6.7) | I(7.6) | III(5.4) |

Figures in parenthesis indicate WMS (Weighted Mean Score)

SUMMARY AND CONCLUSIONS

Special attention is needed to make '*durrie* weaving' a marketable commodity, in other forms such as mats, bags, belts and cushion materials, with various styles of embellishment. Decorative techniques like embroidery have been contributing to the adornment of textile materials in Haryana since long. If these diversified products are further complemented with such decorative techniques, for which the villagers are already skilled, this traditional art will get a new face. Therefore there is a lot of scope for improvement in technical aspects to make these hand woven *durries* more competitive in bigger markets by diversifying the traditionally used method of production through introducing new products, appreciated and demanded by fashion conscious buyers (Punia, P. and Singh,V. 2008).

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